

PRE-LAUNCH RESEARCH OF AN INDOOR CAMPING MODEL**Roberta KONTOŠIĆ**

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Abstract

Indoor camping is an innovative accommodation solution aimed at accommodating event participants close to the event venue, especially in cases when a destination's accommodation capacity is insufficient. The concept of indoor camping combines the elements of campsites and hostels without catering services. It puts into use already existing buildings and requires their minimal alteration for tourism purposes. The temporary character of the building is what makes this accommodation model one of a kind because guests sleep indoors, on the floor, using their own sleeping bags. This allows a multifunctional use of the real estate and almost no required construction works. Other strength points are definitely the premier location and affordable prices.

The goal of this paper is to explore the attitudes of possibly affected stakeholders regarding the introduction of indoor camping. The research methodology includes structured questionnaire and interview with stakeholders and other scientific qualitative and quantitative methods of research. A SWOT analysis summarises the research as well as other observations and obstacles based on the researched development model.

The potential of indoor camping might benefit events, local communities, tourists and destinations. It could have the power to revive vacant buildings or provide a new function for already existing buildings without, however, permanently modifying their common purpose. Since very basic special alterations should be needed, sustainable principles of tourism development are respected.

Keywords: *events, indoor camping, innovation management in tourism sustainable accommodation model, temporary accommodation*

JEL Classification: *L22, L83, M13*

I. INTRODUCTION

The problem addressed in this paper is where to accommodate tourists in peak demand periods such as festivals and events in order to be located close to the venue. In case of such massive events when the destination accommodation capacity is insufficient or in case of heavy rain even during the spring or summer months when tent camping is practically impossible, the easiest solution is to bring into use for tourism other, already existing, buildings, such as unused schools, factories etc. This simple and applicable concept, in line with sustainability, called indoor camping, represents an innovative solution for accommodating participants of events and other tourists in extraordinary situations.

During the Motovun film festival, an event held in summer in a small inland hilltop town in Istria (Croatia), a campsite is opened exclusively for that event at the foot of the town on the fairground. The campsite adheres to all relevant regulations although it operates for only two weeks a year. The last Olympics, the most widely known sports mass event held in London, crystallised the trend of "rent a garden" as if private gardens were camping grounds. These two examples of temporary accommodation solutions are both related to camping and allow a poly-functional use of the space they operate in.

The purpose of this paper is to propose a model of sustainable tourism accommodation that would host participants of events close to the venue when there are not enough accommodation options in a destination and provide them with shelter in case of meteorological situations that impede camping. The goal of this paper is to explore the attitudes of possibly affected stakeholders regarding the introduction of indoor camping.

This paper is structured in seven parts. The theoretical review deals with event tourism, sustainable tourism development and innovations in tourism. The third part presents the indoor camping model through a

framework of possible legal classification. A comparison of similar accommodation facilities (hostels and campsites) is provided in part four, followed by the research of opinions of key stakeholders and its results. The paper ends with the discussion and conclusion.

II. THEORETICAL REVIEW

Event tourism is not usually recognised as a separate professional field; it is mostly seen as an application of, or specialty, within national tourism offices (NTOs) and destination marketing/management organisations (DMOs) (Getz, 2008)

However, what are these events that are growing so rapidly in recent years? A long time ago festivals and events were defined as formal periods or programmes of pleasurable activities, entertainment, or events having a festive character and publicly celebrating some concept, happening or fact (Janiskee, 1980). They have been around for centuries and are part of the culture of many societies. Events are an important motivation factor in tourism and development of a tourism destination, producing a competitive advantage as compared to other holiday destinations. Lately, festivals and special events have become one of the fastest growing types of tourism attractions (Getz, 1997, Thrane, 2002). Moreover, events for a long time have been viewed as a tool for economic development, because visitors increase demand and stimulate output in the economy (Saayman and Saayman, 2005). Events create networks between people and groups within communities.

Nowadays, events are becoming more important and, as such, they are integrated into tourism and marketing strategies, increasing the value of a destination. Some of the common goals of event tourism include creation of a favorable image for a destination and prolongation of the traditional tourist season. They also spread tourist demand more evenly through an area aiming to attract foreign and domestic visitors (Getz, 2008).

Special events link people and tourists by drawing tourists' attention to the attractions that a community has to offer and providing at the same time an enjoyable experience for local residents (Brunson, 2002).

In scientific literature, events can be classified into a few categories: mega events, hallmark events, special events and specific types of events (Getz, 2005). It is also possible to classify events on the basis of their place of attachment and the degree to which they are associated with, or institutionalised, in a particular community or destination; according to that, mega events are typically global in their orientation and require a competitive bid to 'win' them as a one-time event for a particular place; hallmark events cannot exist independently of their host community and local or regional events are by definition rooted in one place and appeal mostly to residents (Getz 2008). Respectively, there is a differentiation of events according to form and content: sport events, tourism industry of business travel (MICE segment of tourism: meetings, incentives, congresses and events) and festivals (Van der Wagen, 2008).

Special event research emerged as an area of tourism management in the mid-1970s (Hede, 2007). It was during the 1980s that the study of events began to grow dramatically in academia. Year 1990 was a landmark in the event management literature while in the 2000s the literature on events was frequent but, more importantly, it gave recognition to distinct specialisations.

From a different perspective, event tourism can promote an area through association, co-branding with destination names - the tourist associates the name of the destination with the name of the event - and imply investments, good organisation skills and suitable advertising on a long term basis (Ispas and Hertanu, 2011). But, could events be organized within the sustainability concept which present leading path of tourism development.

Sustainable development is about ensuring that humanity "meets the needs of the present without compromising the ability of future generations to meet their own needs" on 1987 defines United Nations. In the past, authors argued that sustainability is an ambiguous, vague, and even mythical idea and that the concept of sustainable development is very unclear (Hunter 1997, Sharpley, 2000). It can also, however, be seen as a paradigm that incorporates three interacting dimensions – social (health, social cohesion, and opportunities for self-development attributable to education and freedom), environmental (environmental qualities, biodiversity, and nature's resources) and economic (jobs and wealth) – with the addition in recent years of a fourth – the institutional dimension (Puhakka et al., 2009), (UN Declaration, 1987)

On the other hand, there are three different meanings that relate directly to the notion of sustainable tourism and that reflect a continuum of world views from those that are industry-centred to those that are more broadly socially-centred (Mc Cool, 2008) The questions are: how to maintain tourism industry businesses over a long period, how to develop a kinder, gentler form of tourism that is generally small in scale, sensitive to cultural and environmental impacts and which respects the involvement of local people in policy decisions? The last, key, question is: What should tourism sustain? This view perceives tourism as a tool for social and economic development, as a method to enhance economic opportunity, but not as an end in itself. Here tourism is integrated in broader economic and social development programmes (Hunter 1995, UN declaration 2015) and can be viewed as a method – to protect the natural and social capital upon which the industry is built.

Nevertheless, following the main determinants of sustainable development, sustainable tourism can be defined as tourism development that “meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future” (WTTC Research, 1995). Sustainable tourism “ensures that development brings a positive experience for its actors - local people, tourism companies and the tourists themselves...” (Edgell, 2006). Therefore, sustainability applied to tourism requires an ongoing process of adaption and reorientation of tourism development towards achieving the desired balance between the 3 pillars of sustainability (Hall, 2009)

The complexity of tourism sustainability makes it difficult to develop a method for measuring it. To date many indicator systems have been proposed, but some of them have serious limitations regarding practical implications, because they allow only partial comparisons, while others are scientifically relevant but too complex to be operational, or are the result of political consensus, liable to generate conflicts of interests (Swarbrooke, 1999).

On the other hand, authors classify sustainability indicators according to whether they evaluate the past and current situation with a view to contributing to progress towards sustainability, make predictions about what might happen in the future, assessing resource use in relation to sustainability or influence future directions in relation to sustainability by developing policies aimed at changing behaviour (Sharpley, 2000).

In the last decade, environmental awareness has increased and thus using environmental management tools is not rare anymore. Sustainable tourists can reduce the impact of tourism in many ways by informing themselves of the culture, politics and economy of local communities visited, by respecting and acting to conserve cultural heritage and traditional values, local traditions, customs and by understanding and behaving tolerantly towards local culture. The tourist should support the integrity of local cultures and support local economies by purchasing local goods. The use of the least possible amount of non-renewable resources and conserving resources by interacting with businesses that are environmentally conscious, supports sustainability.

In accordance with sustainable tourism comes sustainable accommodation. Some authors offer a solution for its identification. For identification of sustainable accommodation and to benchmark within it, seven core earth check TM indicators are taken into consideration (Scott Beckenham, Watt, 2004). They include: presence of sustainability policy, energy consumption (MJ/guest-night, all types of energy consumed have to be reported), potable water consumption (kL/guest-night), solid waste production (m3 of land filled waste/guest-night), social commitment (total number of employees with their primary address within a 20 km distance from the work place/total number of employees, %), resource conservation (weight of eco-labelled paper purchased in kg per year/total weight of paper purchased in kg per year, %; recognising varied availability of eco-labelled paper in the world, paper with recycled content can be considered) and chemicals use (total weight of biodegradable active chemicals used in kg per year/total weight of active chemicals used in kg/year, %; this includes cleaning chemicals).

So, as in the basic concept of sustainable development, sustainable accommodation also deals with numerous factors that should deliver a product/service that reduces negative tourism impacts.

Modern trends of tourism development are, first of all, subject to demand requirements, which, as a dynamic category, easily change the focus of their interest. Until recently, the main motives for tourist travel were bathing, relaxation and culture, which developed into a demand for intensive enjoyment, activity in nature, a pronounced need for experiences, emotions, sensuality, recreation and health. Tourists want to experience things which differ from their everyday life environment. In response to an accelerated trend of tourist demand development, destination offer stakeholders, hotel companies and independent entrepreneurs develop innovative forms of accommodation facilities within fixed (built) structures and campsites in the open air. This corresponds to the thesis of the pioneer of the innovative economics, Schumpeter (1934), which reads: “Entrepreneurs are the agents of innovation and creative destruction”.

The innovative forms of accommodation facilities offer unusual experiences, surprises and stimulation, by which tourists receive “an experience plus” or an additional emotional benefit, which includes the suitability of the ambient, experience of entertainment, adventure and contact with other guests. The market super-segmentation into segments defined by the lifestyle, personal habits, needs and life conditions, contributes to the development of versatile strategies of accommodation facility specialisation: all-inclusive, wellness, romantic, club, art, for gourmands, for single people, for naturists, for tennis, golf, horse riding, for toddlers and children and similar. Continuing, youth tourism presents a special niche where innovative accommodation structures could meet the demand with its specific characteristics (Kontošić, Slivar and Floričić, 2016).

Innovations in tourism are the subject of numerous discussions and scientific research. Authors claim that innovation and creativity mean and represent different things since creativity covers new products and new services, production of new ideas, new processes, new brands, new techniques, new approaches and inventions, whereas innovation covers the application of new and creative ideas as well as the implications of discoveries (Pirnar, 2012). As a process of creation of a new value chain in tourism, innovation must be profitable for the economic subject and must increase the tourist product value, as well as tourist’s experience, creating new products and services (Čavlek, Matečić, Ferjanić-Hodak, 2010). Authors emphasise that innovations in tourism

can be divided into several categories: process innovations, which relate to the changes in business processes, managerial, organisational innovations, then administrative innovations, directed towards administration techniques. Logistic innovations are also recognised, which improve commercial links, as well as institutional innovations, related to regulatory improvements, which affect the overall business activities. This also concerns information systems of all stakeholders (Ministry of Tourism of Republic of Croatia, 2015). Authors research the importance of knowledge in innovation development, claiming: representation of knowledge is also identified as a critical factor for both the occurrence and nature of innovations (Hjalager, 2010). Also, innovations should affect reduction in costs and the increase in competitiveness of an economic subject. Innovative Entrepreneurship springs out of change and brings new value to economic system elaborates (Hoi Kuen, 2013). Hjalager further researches the effect of input on the development of innovations, concluding that new products or processes are often exclusively a result of innovative efforts undertaken in other branches, for instance suppliers, causing a certain delay of indigenous innovation in the core tourism industry (Hjalager 2002).

The question is asked: "Apart from the changes in demand motivation, what else affects the initiation of innovative processes?" The answers lie in the increase in tourists' purchasing power and in the change of their lifestyle. Furthermore, a higher level of awareness is conditioned by the development of Internet technologies, social networks and mobile telephony, as well as by the global interconnection, while, on the other hand, modern tourists want to be stakeholders in the processes of creation and development, are ecologically aware and recognise the importance of innovative processes in overall social responsibility. Authors give evidence about the impact of innovations on the rapid evolution of the tourism industry as well as the substantial impact of ICT on this evolution (Adebert Rani, Longhi., 2011). In addition, the customer's preferences for online, social media and mobile innovations in the hospitality industry are investigated (Verma, Stock, McCarthy, 2012).

Nordin classifies and defines innovations according to Abernathy and Clark's model, in which he recognises four main types of innovation in tourism (Nordin, 2003). They relate to regular innovations that promote new investments that raise productivity, niche innovations that are focused on new market alliances and combinations of old products in a new way. The third type consists of revolutionary innovations which present diffusion of new technologies and new methods. The fourth type is called architectural innovations and is related to the creation of new events and attractions that demand a reorganisation, redefining the physical or legal infrastructure and creation of centres of excellence that treat and disseminate new operational research-based knowledge. In consideration of tourism stakeholders, further is researched the impact of innovations from three key aspects: service provider characteristics, customer competences and the market drivers (Orfilia-Sintes and Mattison, 2009). The impact of innovations on the development of small and medium entrepreneurship initiatives in the hospitality industry is examined and it is concluded that, although interest has been expressed for implementation of innovative segments, they do not show a higher level of inclusion in practice (Pikemaat and Peters, 2006). The answer can be found either in the high cost aspect or the static quality of the accommodation offer.

III. INDOOR CAMPING MODEL

Modern tourism recognises the potential for future development in the concept of sustainability. The key tourism economy stakeholders, from tour operators, hoteliers and the destination system of offer in both public and private sectors implement the principles of social, ecologic and economic responsibility and encourage and support green initiatives. The hospitality industry is differentiated in three main structures: hotels, apartments and campsites, developing accommodation facilities and investing resources in innovative solutions which will achieve new competitiveness on the market.

Accommodation capacities in camps that we list among complementary accommodation facilities as opposed to the fixed, built structures, more easily implement the changes recognised by modern developmental trends. Accommodation facilities in camps range from a tent on campsite pitches, to bungalows, mobile homes and innovative "glamping" accommodation structures in attractive locations.

According to the guidelines of the Master Plan of Tourism Development in Istria, which is currently in the phase of revision and implementation, the chosen scenario for tourism development in Istria is being carried out under the strategy "Restructuring and Repositioning". The plan envisages shifts in the tourist offer of Istria in the sense of an increase in accommodation capacities by 18.7%, formation of new specialised products directed towards middle and higher class guest structures, with tourist season extension (Floričić, 2013). This also includes the development of innovative accommodation facilities, on the basis of which the authors develop the indoor camping concept.

In camping terminology, a camp place is a "structured, unbounded and cleared space for camping. Camping places may be numbered" and refer to the capacity of three persons (Cvelić Bonifačić, 2011). The model of a new accommodation facility and its basic accommodation units - indoor camping place - is presented.

In the indoor camping model guests sleep in their own sleeping bags on the floor in buildings of different community purposes (excluding tourism) or in vacant buildings.

Regarding the requirements for the classification of this tourism facility, as the base was taken the actual regulations of campgrounds, camper stops and hostels in Croatia, whereas non-applicable requirements were disregarded.

Indoor camping should adhere to at least the following requirements:

- be located within walking distance from the event venue,
- offer front office services on call,
- offer minimally 12sqm per indoor camping place (for three persons) and +3sqm per every additional person. Accommodation units have to be adequately marked as well as the passages among them,
- offer at least one electricity connection per one indoor camping place,
- provide a minimal number of toilets according to existing regulations for camper stops (less demanding regulations than those in force for campgrounds). In case the toilet is located outside the building, access to it must be connected by a covered passageway.

The surface of a double room in a hostel was taken as the basic surface of an indoor camping place (12sqm)⁶. Additionally 3sqm per person are added to the basic surface just like in a hostel family room. Passages among indoor camping places are the counterparts of the internal roads of a campground.

It is necessary to further regulate into the details the entrance, front office services, accommodation units, toilets, waste management, cleaning and general condition, the external appearance of the building and environment as well as safety standards in general.

IV. COMPARISON OF INDOOR CAMPING AND SIMILAR LOW BUDGET ACCOMMODATION

The differences and similarities among camping places (sections of camping sites that are intended for tent camping), hostels and the new concept indoor camping, are presented in Table 1.

Table 1. Comparison of camping places, hostels and indoor camping

	Indoor camping	Hostel	Camping places
Location	Indoor	Indoor	Outdoor
Predefined space for sleeping	Yes	Yes, rooms	Yes (marked at least in groups) ⁷
Identification number	Not necessarily	Yes	Not necessarily
Common bathroom	Yes	Mostly yes	Mostly yes
Privacy (possibility of booking own space without mixing with others)	No	Yes	No (camping places have no boundaries)
Multifunctional use of real estate	Yes	No	Yes, limited (e.g. walking paths off season)
Business time dimension	Temporary	Permanent	Permanent
Beds provided	No	Yes	No
Sleeping bag / bed linen provided	No	Depends	No
Cooking possibilities provided	No	Depends	No
Price	Low	Mid-low	The lowest
Communal areas	No	Depends	No
Construction works outdoor – building for tourism purposes	No	Depends (re-adaptation of an existing building is an option)	Yes
Construction works interior for tourism purposes	Minimal (only toilets)	Yes	Minimal to modest (outdoor mainly)

Source: authors' contribution

Indoor camping is a hybrid combination of camping and hostels without F&B services. Its main advantages are: the multifunctional use of the real estate because of its temporary operating period, the lowest price of any solid accommodation facility, excellent location and minimal construction works required. Hostels offer the maximum privacy as it is possible to book an own room without mixing with others; however they are not multipurpose facilities.

⁶ Minimum single hostel room area is 8m², and to that is added + 4m² per additional person

⁷ Although in practice it all depends on how much will somebody actually occupy

V. RESEARCH

The municipality of Barban is located in Istria (Croatia) near the east coast, south west of the river Raša and northwest of the Raša Bay. It is located 20-30 kilometres from the cities on the coast (Pula, Poreč, Rovinj, Labin, Rabac). Barban borders with several municipalities, whereas Marčana, Svetvinčenat, Žminj and Kanfanar were included in the research since they are closer to the event venue (Barban) in this case study.

The municipalities of Raša, Pićan, Sveta Nedelja, Rovinj and Gračišće were excluded because of their location. The town of Barban in the homonymous municipality counts 221 inhabitants. The small town has 5 registered accommodation providers (140 in whole Municipality), while other accommodation providers in the above mentioned villages of bordering municipalities that are close to Barban amount at 37. Tourist arrivals and overnight stays in the municipality of Barban are constantly growing in the last five years. In 2013 the Municipality of Barban counted 6,098 tourists and 57,546 overnight stays.

The field research was carried out during March 2015. The sample included the following stakeholders: local DMO (1), municipality representatives (1), event organisers (1), accommodation providers (5), local community and interest groups (4) as well as accommodation providers of bordering municipalities (11). In total 5 field and other telephone semi-structured interviews were carried out.

The main limitation of this research is that tourists, as event participants, were not included in the research.

The table below shows the results of the conducted research. Respondents had to show their grade of agreement/disagreement with the statement according to 5 points Likert scale (1 – totally disagree, 2 – disagree, 3 – don't know, 4 – agree, 5- totally agree).

The DMO manager of Barban agrees with the model of indoor camping, as a good way of resolving the lack of accommodation capacities during major events such as the Race on the Ring which takes place during the summer high season. The DMO manager agrees that the first indoor camping should be located in the old school in Barban that has free space and where minimal construction works would be needed to prepare it for this kind of touristic use. The DMO believes the indoor camping model will contribute to the private sector by engaging local constructors in the initial phase, retailers, restaurateurs and maintenance in the process of implementation, also that it will contribute to seasonal employment of people in charge of management.

The DMO representative agrees that indoor camping will contribute to tourists by giving them a new experience and to destination popularisation because some tourists are looking for something different and price attractive. According to tourist segmentation, this kind of accommodation would not be in competition with local accommodation providers. Indoor camping revenues should be reused for infrastructure investments and that should be reinvested in cultural and cultural historic heritage (Fig 1).

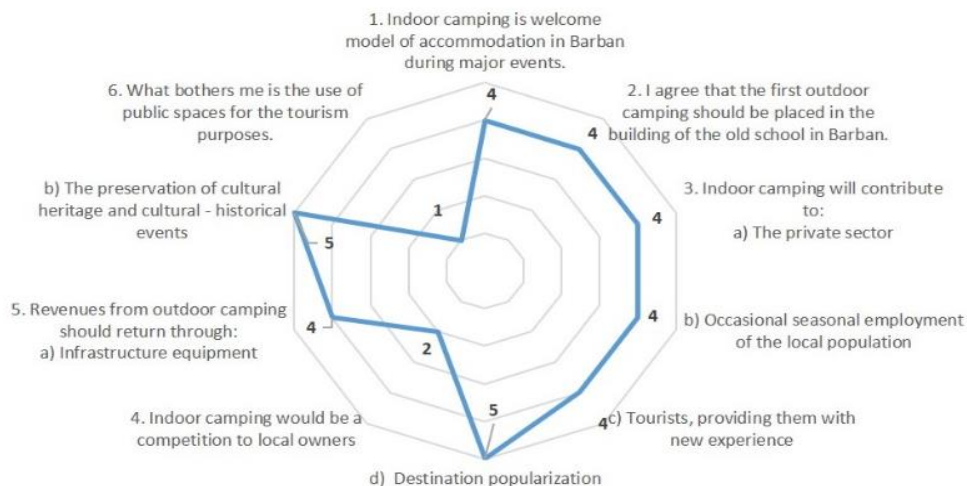


Fig. 1: DMO Barban

Source: authors' contribution

The Municipality representative responded that he agrees with the indoor camping model, its placement in the old school and that this initiative will contribute to the private sector and seasonal employment, will provide a new experience for tourists and contribute to destination popularisation and preservation of cultural/cultural historic heritage. Furthermore, he strongly agrees that the revenue should be reinvested in local infrastructure and he does not see any problems because of tourist use of public real estates (Fig. 2).

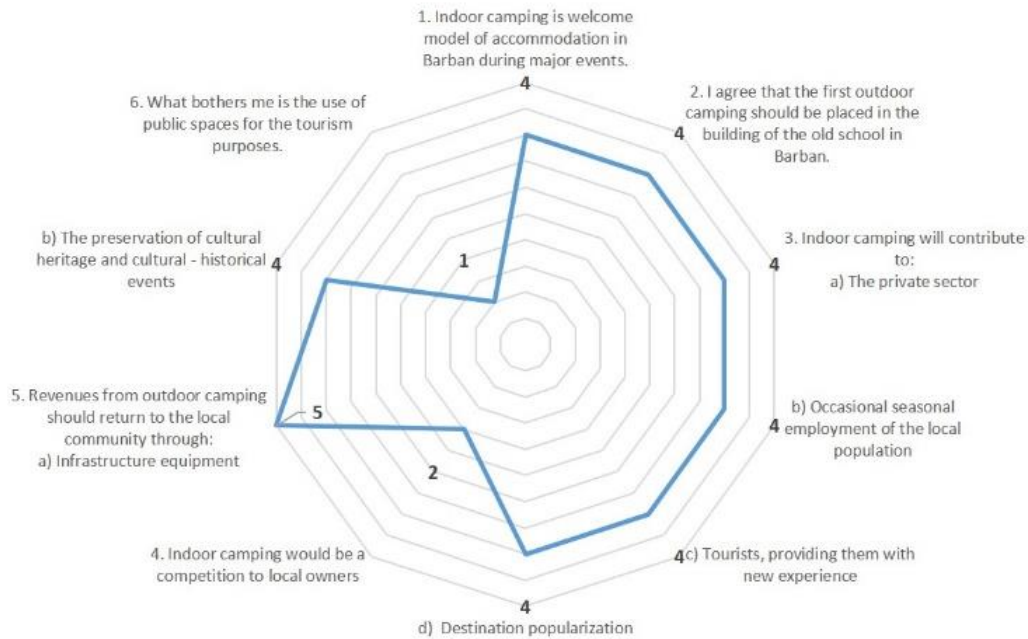


Fig. 2 : Municipality of Barban

Source: authors' contribution

The survey included event organisers that answered as shown in Figure 3 below. The main organisers of the event Race on the Ring is the homonymous Association. The organiser strongly agrees with the model, its placement and its contribution regarding the engagement of the private sector, addition of a new touristic experience and destination popularisation, but also strongly agrees that revenues from indoor camping should return to the local community through building new infrastructure, preservation of cultural heritage and culture historical events. No special opinion was shared regarding the questions of contribution to local employment or if it will represent competition to local providers who rent private accommodation. For them, use of public spaces for tourism purposes is not a problem (Fig. 3).

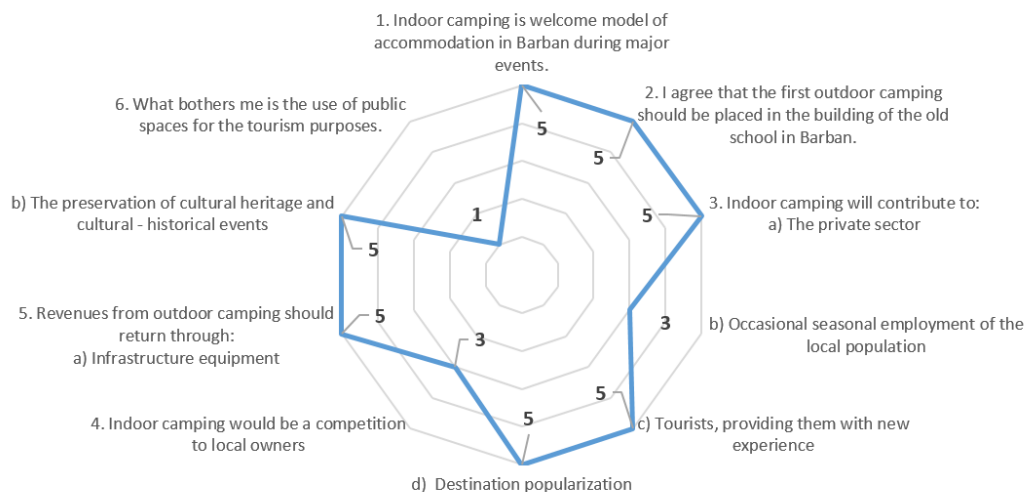


Fig. 3: Event organizers

Source: authors' contribution

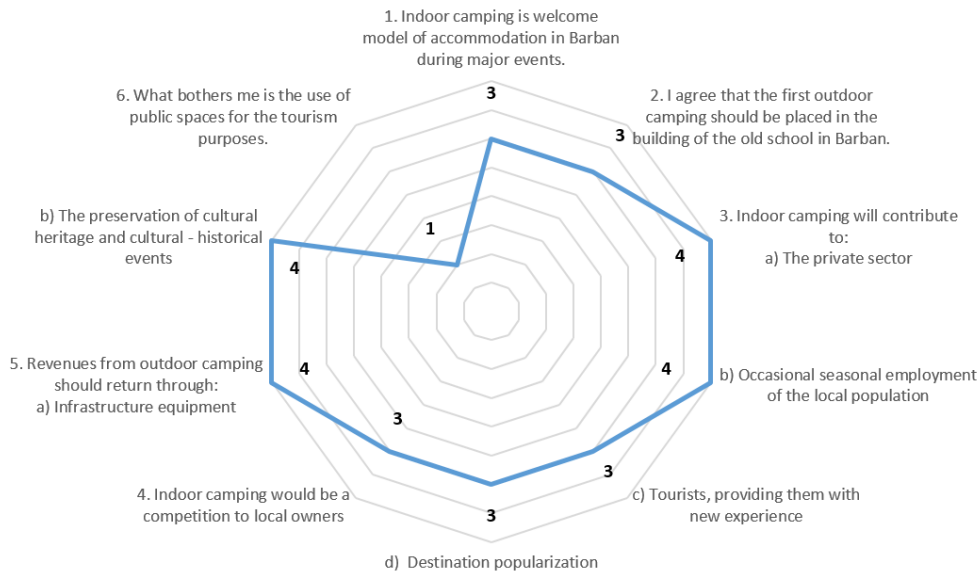


Fig. 4: Accommodation providers – Barban

Source: authors' contribution

In Fig. 4 it is shown that accommodation providers in Barban are not sure whether to agree with the model, its placement, its contribution to a new experience for tourists, destination popularisation and if the concept would represent competition for them. Moreover, they think that indoor camping will contribute to the private sector, occasional seasonal employment for the local community and that revenues from it should be reinvested in infrastructure equipment and the preservation of cultural heritage and cultural and historical events. They do not mind if the public spaces are used for tourism proposes.

The opinions of the local community, collected through Barban's associations and representative bodies (4), are summarised in Fig. 5 and show that they agree with the model and its contributions and furthermore they strongly agree that indoor camping would provide a new experience to tourists and that revenues should be spent according to the suggestions. They do not see it as being in competition with other accommodation facilities and they do not mind if the public spaces are used for tourism purposes.

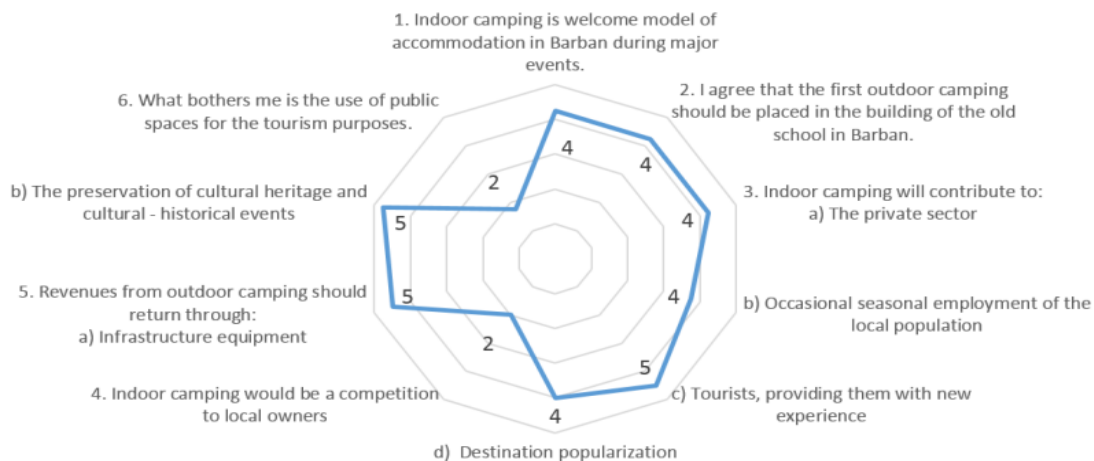


Fig. 5: Local community

Source: authors' contribution

As the municipality of Barban has neighbourhood municipalities that also operate in tourism, the opinions of accommodation providers in the municipality of Svetvinčenat (1), Marčana (5), Kanfanar (2) and Žminj (3) were also collected.

According to the indoor camping model, its placement in old Barban's school, and all aspects of its contributions and ways of revenue returns, are something with which they agree. They are not sure if it would compete with local private accommodation providers. They also don't see the problem of use of public spaces for tourism purposes.

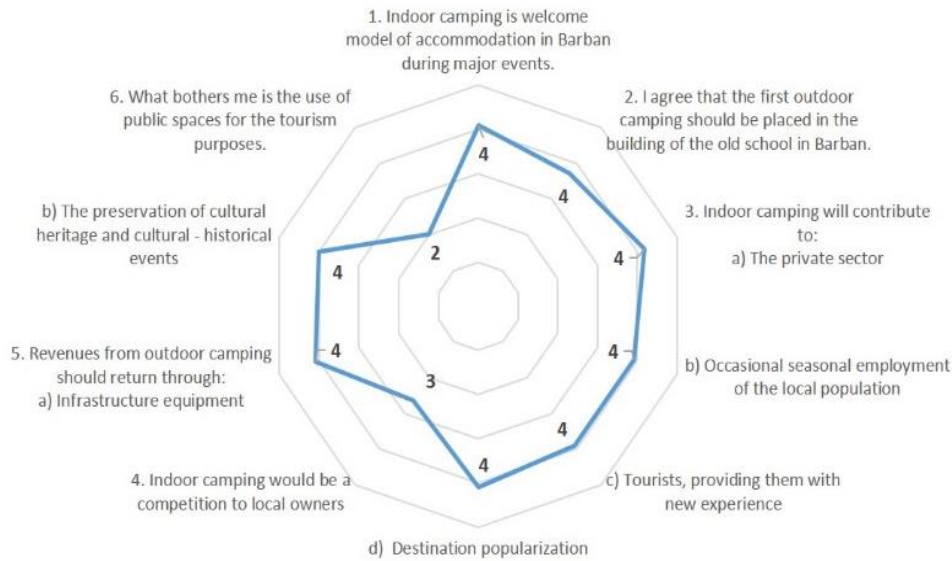


Fig. 6: Accommodation providers – neighbourhood municipalities

Source: authors' contribution

The SWOT analysis given below presents the possibility of current implementation of an indoor camping model in Barban. Besides the authors' observations, in the SWOT are also included comments and opinions of local providers collected through interviews.

Table 2. Swot analysis of indoor camping - Pre-launch research

Strengths	Weaknesses
<p>Major event Race on the Ring and other manifestations during tourist season</p> <p>Closeness of markets</p> <p>Easy accessibility</p> <p>Rich historical heritage</p> <p>Nature beauty, sea and beaches</p> <p>Favourable climate</p> <p>Secure destination</p> <p>Tourism infrastructure</p> <p>The entrepreneurial spirit of local people</p> <p>Bike routes and hiking trails</p> <p>Gastronomy</p> <p>Minimal intervention in the area for implementation of the indoor camping model</p> <p>Low cost accommodation</p> <p>Sustainable accommodation</p> <p>Flexibility – no categorisation, only classification</p> <p>Temporary character of business that allows the use of the same space (existing old school) out of tourist season for public purposes – multifunctional use</p> <p>Positive comments of local authorities, DMO, local providers and community</p>	<p>Tourism seasonality</p> <p>Low market segmentation</p> <p>Lack of coordination of related tourist activities</p> <p>Lack of experience in tourism business</p> <p>Lack of significant cultural facilities (except religious) and adequate valorisation of existing ones</p> <p>Fall in birth rates in the Municipality</p> <p>Lack of bigger events</p> <p>Lack of legislative framework for the classification of an indoor camping model</p>
Opportunities	Threats

<p>Increase in the number of tourist arrivals</p> <p>Increase in tourist interest in culture, history, events and heritage</p> <p>Seasonal employment of locals</p> <p>Engagement of private sector</p> <p>Raising of tourist experience</p> <p>Targeting new segments (youth, bikers, etc.)</p> <p>Possibility to reinvest revenues of indoor camping</p> <p>Use and renovation of abandoned public real estates</p> <p>Development of other forms of selective tourism</p> <p>Possibility of using national and EU funds</p> <p>Raising the attractiveness of the destination</p>	<p>Non-recognition of the new tourism product by the market</p> <p>Unfavourable legal framework</p> <p>Change in tourist preferences</p> <p>Competition</p> <p>Overpricing / Under-pricing</p>
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Source: author's contribution

VI. DISCUSSION

To make this concept come to life, it is necessary to prepare it for adequate regulation in terms of its tourism accommodation classification. Furthermore, operating indoor camping in public buildings is strongly connected with the volition of local government and self-government and their decision-making.

As in all segments of tourism, collaboration with the private sector is also achievable here, regarding the maintenance, booking, front office services etc. However, these could also be tasks of local DMOs.

Indoor camping is ideal for price conscious travellers like students, young generations and all those event participants travelling on a budget, such as backpackers.

Furthermore, considering that there is no categorisation, it is possible to differentiate indoor camping based on the attributes of the building.

Indoor camping takes the best from a solid facility and a campground. It will seize the crown from hostels as the cheapest form of solid tourism accommodation.

Indoor camping is a sustainable accommodation as it puts into use existing buildings, in use or vacant. Sustainability is also seen in minimal construction works and investments required. Furthermore, because of its minimal interior design interventions and temporary character of the business, it allows multifunctional use of buildings for other community activities out of peak event periods. Since it is a low cost accommodation, some basic comforts, like a personal bathroom, are not to be expected. Comparing it with classic, "outdoor camping", it definitely provides better shelter.

Indoor camping valorises structures of historical heritage which have lost their original function and are now found in the declining phase of their life cycle. By their revitalisation and by using them for tourism purposes, a new tourist product will be affirmed and the existing heritage will be valorised in a sustainable way. Consequently, when it comes to the structures owned by the state, municipality or town, heritage revitalisation developmental initiatives have the support and underpinning, opening possibilities for the establishment of public-private partnerships, as a developmental, investment and entrepreneurial model.

A further potential is recognised in the possibility for organisation of cultural and historical events in line with the concept of sustainable development and by linking them to innovative accommodation structures - indoor camping facilities. Looking from the cultural aspect, indoor camping facilities innovatively link accommodation in complementary facilities and cultural resources and events in tourism destinations. The conducted research deals with the problem area of acceptance of the indoor camping model by destination key stakeholders.

Since the buildings which an indoor camping model uses require no intervention from the outside for tourism purposes, it is not necessary to seek special permission from conservators (in accordance with the level of protection of individual properties).

The challenge of meeting the different interests of stakeholders is easy to settle as research has shown there are no oppositions to this potential investment within the municipality itself.

VII. CONCLUSION

Popular events are attended by many participants, making the logistics in a destination a challenging task. Accommodating participants close to the event venue, in case a destination lacks tourism facilities, might be a problem.

The contribution of this paper is in the proposal of a new accommodation model and its accommodation unit (indoor camping place). The temporary character of business is what makes this concept unique, in comparison to other sustainable accommodation also using vacant buildings, as it allows multifunctional use of the property for other community purposes. Besides investments in toilets and electricity, existing buildings are not modified because of their new tourism function, which makes this concept even more sustainable than classic sustainable accommodation in solid facilities like self-catering facilities or widespread hotels. The impact to the environment of indoor camping can be compared to camping sites, as a kind of accommodation that requires minimal construction works.

This low cost solution fits the needs of students, young generations and all those event participants travelling on a budget, but also represents a different option for adventure seeking guests who could experience sleeping in a castle, in a fortress, in a stall etc. The limited time offer experience to sleep in buildings of special art or historic value raises the interest related to an event and adds value to the event itself if it is thematic (e.g. medieval festival with accommodation in an original castle).

According to the investigation of the opinions of various destination stakeholders regarding the implementation of such a model in their destination, the stakeholders related to the municipality are favourable to such an investment. The most negative reactions were collected from accommodation providers of local municipalities who could not tell if indoor camping in Barban would threaten their private businesses.

Indoor camping blurs the boundaries between solid accommodation and campgrounds, tourists' and residents' amenities and opens up new possibilities for sustainable tourism.

VIII. REFERENCES

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